

Message Text

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16-64

ACTION EUR-12

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C O R R E C T E D C O P Y T E X T

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: PLOVDIV GUIDES

FOR ICS, IEU; STATE FOR EUR/EE: USDOC FOR BEWT

REF: USIA 18247 (NOTAL)

1. REFTTEL, LINE 7, READS "GUIDE CANCELLED". DOES THAT MEAN THERE WILL BE NO RPT NO BULGARIAN-SPEAKING AMERICAN GUIDE AT U.S. PAVILION THIS YEAR? EMBASSY WOULD CONSIDER THIS UN-ACCEPTABLE. IT WOULD DEGRADE OUR IMAGE AND WOULD BE WIDELY REMARKED UPON TO OUR DETRIMENT.

2. AMERICAN GUIDES OF BULGARIAN DESCENT HAVE BEEN ONE OF MOST EFFECTIVE FEATURES OF U.S. EXHIBIT IN PLOVDIV OVER MANY YEARS. WASHINGTON MUST BE WELL AWARE OF THEIR PROGRAM VALUE, AS HALF DOZEN GUIDES WERE ASSIGNED LAST YEAR.

3. THIS YEAR, GIVEN OTHER PERSONNEL REDUCTIONS AT U.S. PAVILION -- NEITHER USIA FIELD DIRECTOR NOR USDOC REPRESENTATIVE WILL HAVE AMERICAN ASSISTANT; P&C OFFICER WILL NOT BE ASSIGNED FULL-TIME TO FAIR, AS LAST
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YEAR (WHEN TWO WERE AVAILABLE); ONE LESS EMBASSY LOCAL

WILL BE ASSIGNED TO U.S. PAVILION (BECAUSE EMBASSY IS SHORT AMERICAN ADMINISTRATIVE OFFICER) -- NECESSITY FOR AT LEAST ONE AMERICAN GUIDE IS MAGNIFIED. HE/SHE WILL BE RESPONSIBLE FOR SUPERVISING AND TRAINING BULGARIAN GUIDES AND ALSO WILL BE LOOKED TO FOR HELP IN SHEPHERDING VISITING BULGARIAN OFFICIALS AND ADVISING/ ASSISTING AMERICAN TECHNICIANS AND COMMERCIAL REPS.

4. WE GRUMBLED BUT UNDERSTOOD WHEN WE WERE TOLD THAT BUDGET STRINGENCIES WOULD LIMIT NUMBER OF AMERICAN GUIDES TO ONE OR TWO THIS YEAR; BUT WE CANNOT ACCEPT THEIR TOTAL ELIMINATION. THERE COMES A POINT AT WHICH WE ALL MUST DECIDE THAT A JOB WORTH DOING AT ALL MUST BE DONE WELL ENOUGH TO DO CREDIT TO THE U.S. AT LEAST ONE AMERICAN GUIDE IS ESSENTIAL FOR U.S. PRESENCE AT PLOVDIV FAIR TO BE DONE CORRECTLY.

5. FYI: BESIDES ROOMS FOR INDIVIDUALS LISTED IN REFTTEL, WE ARE RESERVING IN PLOVDIV ONE SUITE FOR AMERICA DAY "VIP" AND SINGLE ROOM FOR HIS ESCORT OFFICER FOR EVENING OF FRIDAY, SEPT 5. SOFIA RESERVATIONS AND OTHER ARRANGEMENTS (E.G., REQUESTS FOR APPOINTMENTS) MUST ALSO BE MADE SOON. WE THEREFORE WOULD APPRECIATE NAME, ETC., OF VIP SOONEST.
HERZ

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